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ABSTRACT

A survey was conducted by the International Association of Business Communicators (IABC) to create a profile of the profession in 1983. Questionnaires were sent in December 1982 to 1,700 randomly selected members of the IABC in the United States, Canada, and the United Kingdom. Among the results are the following: (1) the typical American communicator (communications or public relations professional) is female, 34, a manager, and earns $24,800; (2) in the past two years, communicators have played a more significant role in the decision making process within their organizations; (3) communication career opportunities are continuing to grow; (4) 9 of 10 communicators are college graduates, and increasing numbers have advanced degrees; (5) most communicators major in journalism or English; (6) half of the communicators work for corporations; (7) communicators see employee morale and productivity as the key issues in the next few years; (8) salaries for communicators are increasing, with pay highest in the Northeastern United States; and (9) the typical communicator has been a member of the IABC for three years and rates the organization's publication service highly. (JL)

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PROFILE/83

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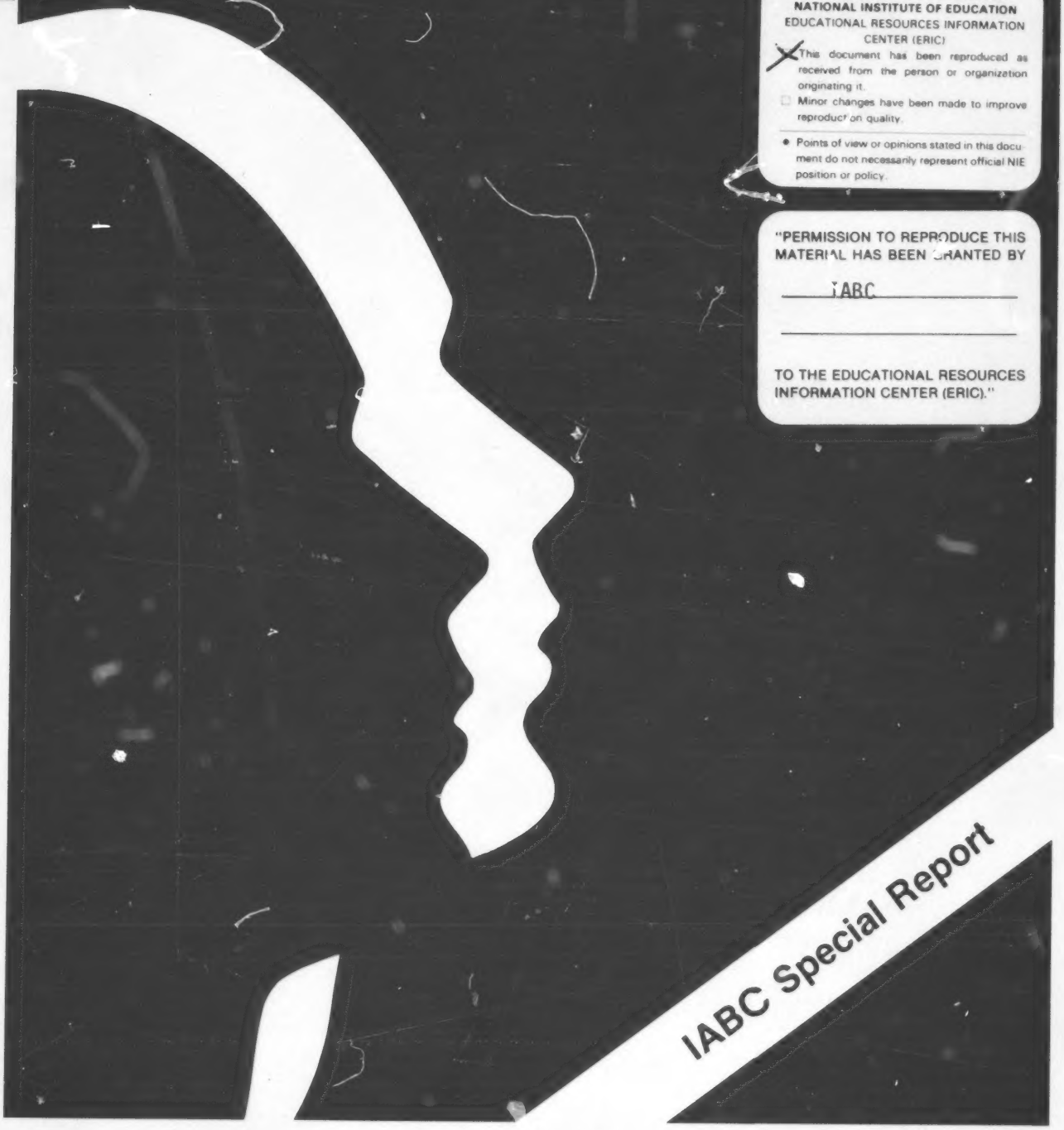


IABC Special Report

CS 204 211

Profile of the typical communicator: female, 34, manager, earns $24,800

Based on "Profile/83" data, the typical communicator in 1983 is female; a college graduate with a journalism major in a news-editorial sequence.

She's 34 and has been in the field for six years and with her current employer for four. She is a manager or director of her corporation's communication department which is based in a major metropolitan area. She's held her current position for two years and currently earns $24,800.

She probably came into organizational communication from school, but may have worked on a newspaper for one to three years before making the career change.

Her communication efforts are most likely directed at employees, managers and customers on a national or international scale.

She enjoys the organizational communication profession and her position but is looking forward to a job change in three to five years.

She's been an IABC member for three years and spends her professional development time reading professional journals, attending professionally sponsored workshops and seminars or at in-house training programs.

The British communicator, however, presents a somewhat different picture:

He's 40 and has been working in organizational communication for 12 years, four with his current employer, about three years in his current position.

He's a college graduate who was as likely to have majored in history or economics as in journalism. (Journalism graduates, however, like their North American counterparts, preferred news-editorial over the other journalistic sequences.)

When he came into organizational communication, it was after eight years with a newspaper or magazine. And he most likely filled a newly created position in which he earns $27,360 (£17,100).

He, too, works as a manager in a corporate communication department in a major metropolitan area. His communication efforts are directed at employees and management on a national or international level.

A member of IABC for two years, the UK communicator spends his professional development time teaching or speaking at seminars or workshops, reading journals and other literature or attending workshops and seminars.

He is marginally satisfied with the organizational communication profession but likes his job and plans to stay with his current employer for the next three to five years.

Age (median — 34 years)

Under 30	28.6%
30-39 years	42.2%
40-49 years	17.1%
50-59 years	9.4%
60 years or older	2.7%

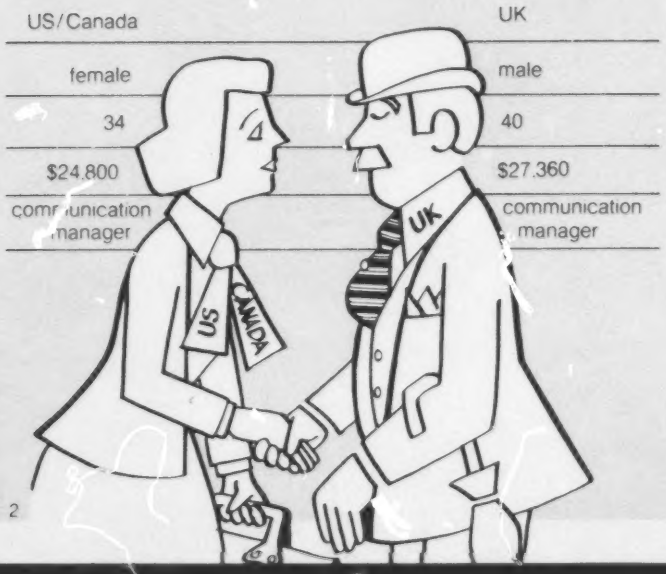
Experience
(median — 6 years)

0-2 years	12.1%
3-4 years	22.3%
5-9 years	32.4%
10 years or more	33.2%

Nearly half of all North American communicators entered the organizational communication field within three years of leaving school.

Years with organization

Years	% (Median: 4)	UK (Median: 4)
0-2	33.7%	30.8%
3-4	26.8%	23.1%
5-6	14.0%	5.1%
7-10	11.5%	10.3%
11 or more	14.0%	30.8%



Salary distribution

	1983 (Mean = $29,000)	1981 (Mean = $24,876)
$10,000 - $12,499	8%	4.2%
$12,500 - $14,999	2.6%	5.4%
$15,000 - $17,499	5.5%	16.0%
$17,500 - $19,999	8.0%	11.8%
$20,000 - $29,999	45.1%	38.2%
$30,000 - $39,999	22.2%	14.0%
$40,000 - $49,999	9.2%	6.0%
$50,000 or more	6.3%	4.3%

Salary by educational level

	1983	1981
High school	$22,400	$30,400
Some college	$29,000	$25,940
College degree	$26,900	$22,400
Some post graduate	$29,600	$24,600
Master's degree	$33,300	$29,600
Doctoral degree	$31,800	$36,800
A/O level matric (UK)	$28,000 (£17,500)	$25,700 (£11,843)
Other	$25,100*	n/a

*small sample size

PROFILE/83

Communication function gaining support; budgets, staff and media usage increase

During the past two years, communicators have played a more significant role in the decision-making process within their organizations and have gained greater support from top managements for the communication function.

One-third of the communicators responding to the 1983 Profile survey said they now have a more significant role in their organization's policy-making. A slightly larger group, 35.5 percent, said they have greater support from top management than they did two years ago.

In addition, more than 40 percent said their budgets had increased and nearly the same number (38 percent) said they added to their communication staffs in the past two years.

These were among the findings of "Profile/83," IABC's comprehensive, biennial study of the organizational communication profession.

Nearly 52 percent said they are now using more print media than they did in 1981 and nearly the same number (51.3 percent) said they've increased their use of audio-visual media.

And, communicators responding to the Profile survey anticipate additional increases in the next two years (see chart on page 10).

Communication career opportunities continue to grow

Another positive sign for the growth of communication was the fact that 37 percent of the 1983 respondents were in newly created positions—continuing the trend noted in 1961 and 1979 when about one in three communicators were in new positions.

Other highlights from "Profile/83":

■ Salaries rose 16.5 percent over 1981, from $24,876 to $29,000—keeping pace with the consumer price index for the same two-year period.

Men's salaries increased 17.3 percent, from $30,000 in 1981 to $35,200 in 1983; women's salaries increased 18.6 percent, from $20,900 to $24,800 this year.

■ The largest block of communicators have the title of director or manager, about equally divided between the two titles—20.4 percent directors; 21.6 percent managers. This represents a 25 percent increase over 1981 when 33.6 percent of the respondents held those titles.

■ Nine of 10 communicators are college graduates and another one in 10 had some college or university training. One in four communicators has done some post-graduate work and one in five holds a master's degree.

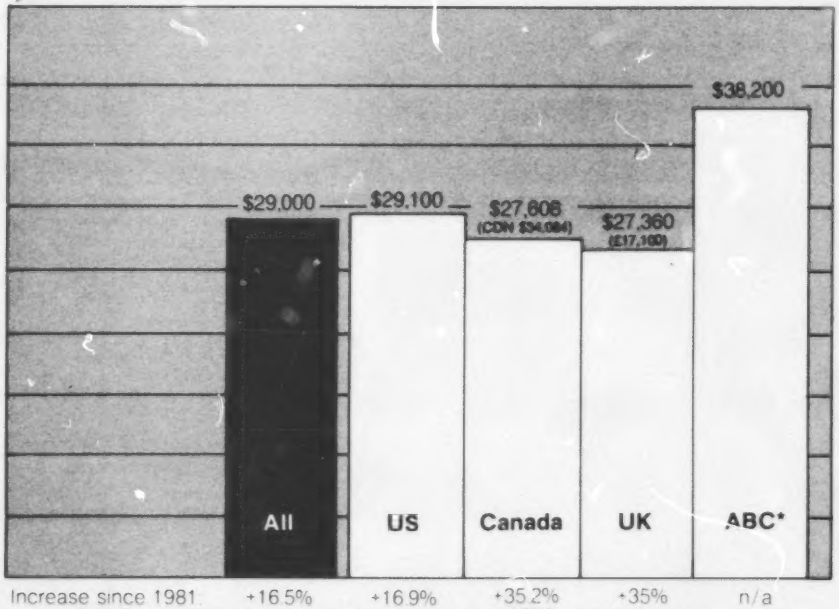
The number of communicators with doctoral degrees has increased from .7 percent in 1981 to 2.4 percent in 1983.

■ Nearly one of two communicators (49 percent) works for a corporation; 12.5 percent work for associations or not-for-profit organizations. In the United Kingdom, however, the second most popular employers are public relations/communication consulting firms where 18.4 percent of the UK communicators work.

The balance of the respondents work for financial institutions, 8.4 percent; hospital/medical institutions, 5.8 percent; educational institutions, 5.1 percent; government or public relations/communication consulting firms, both at 4.5 percent. A small number, 1.6 percent, are self-employed or work for state-owned corporations, .5 percent.

■ Just over 24 percent of the re-

1983 average salaries



US consumer price index: 16.5% for the same two-year period.

*Accredited Business Communicators

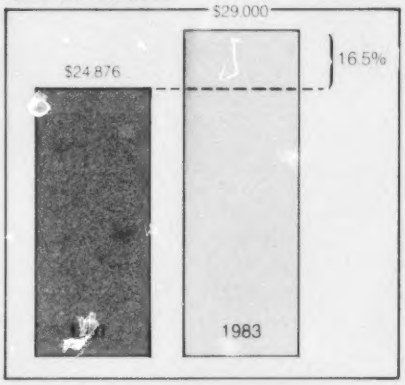
sponde.its work in a communication department—an increase of 41.2 percent over 1981; while 17.4 percent work in p... relations departments, a decrease of 30.4 percent from two years ago.

■ Communication budgets increased about 30 percent over 1981 and currently average $325,000. External budgets increased about 25 percent to $440,000, while internal budgets rose 16 percent to $120,000.

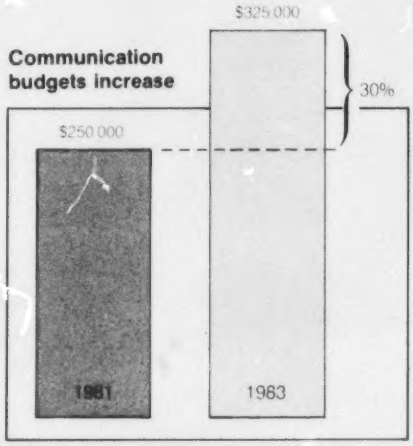
About 8 percent of the respondents said they had budget decreases. These averaged 20 percent.

■ One of five communicators (22.6 percent) came into organizational communication straight out of school. An almost equal number (20.1 percent) entered the communication field from newspaper jobs.

Salaries increase



Communication budgets increase



Canadian communicators were much more likely to have come from newspapers (32.4 percent) than from school as were accredited members (32.1 percent) and British communicators (22.5 percent).

■ Practitioners are generally pleased with their career choice--nearly 72 percent said they were extremely or very satisfied in organizational communication.

Methodology

"Profile/83" questionnaires were mailed in December 1982 to nearly 1,700 randomly selected IABC members in the United States, Canada and the United Kingdom. In addition, questionnaires were sent to all accredited members of the association.

Forty-eight percent of the members in North America responded, as did 31 percent of those in the United Kingdom and 59 percent of the ABCs.

Of those responding, 86 percent said they work in the United States; nearly 9 percent work in Canada and 5 percent in the United Kingdom.

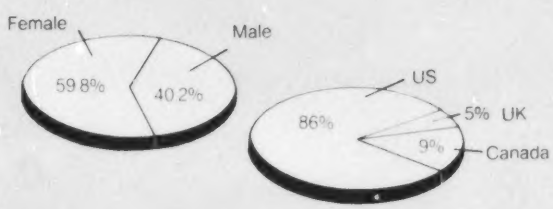
Statistical compilation and analysis of "Profile/83" were directed by Dr. Keith Sanders, Graduate Studies Center, School of Journalism, University of Missouri at Columbia. Dr. Sanders was assisted by Samir Husni, doctoral student at the university.

IABC's membership is: Caucasian, 93 percent; Asian, 1.3 percent; Black, 2.1 percent; Hispanic, 1.0 percent; North America Indian, .4 percent; Pacific Islander, .1 percent, and others, 2.1 percent.

Four of 10 IABC members (40.2 percent) are male; 59.8 percent are female—almost the same percentage as in 1981.

Throughout this report the median has been used (an equal number of respondents above and below the percent given). For salaries, however, the mean (mathematical average) has been used to allow for accurate comparison with previous Profile surveys.

All respondents



Where respondents did not answer all the questions, adjustments have been made in the compilations causing differences in some of the statistical data. Other differences in charts are caused by rounding of fractions.

Since responses from members in the US and Canada differ from those in the United Kingdom and those with accredited status, comparisons of these responses are also provided in some cases.

NOTE

All salary conversions in "Profile/83" are based on the exchange rate for December 31, 1982: CDN $1 = US $0.81; £1 = $1.60. Salary increase percentages are projected in local currency to enable more accurate comparison with 1981 data.

Career opportunities increase; nearly four in 10 hold new jobs

As communication grows in importance in the organization, practitioners are finding career opportunities increasing. Thirty-seven percent of the respondents to the 1983 Profile survey said they were in new positions—more than a 6 percent gain over 1981 and 8.5 percent over 1979.

Nearly 24 percent of the communicators replaced a practitioner who had moved on to another organization, a decrease of nearly 6 percent since 1981.

The number of communicators whose predecessors left the profession decreased 11 percent from 5.4 percent in 1981 to 4.8 percent this year.

Nearly 72 percent of the communicators said they were extremely to very satisfied with organizational communication while fewer than 3 percent said they were dissatisfied.

In addition, nearly 53 percent of the respondents were satisfied with their current employers while 9.2 percent were dissatisfied.

Nearly 33 percent said they would be receptive to a job offer from another organization although just over 8 percent were actively job hunting.

Looking three to five years into the future, 44 percent of the respondents see themselves working for another organization while nearly 41 percent said they still would be with their current employers.

Just over 3 percent said they would be working in a different profession.

Job dissatisfaction seems to be the major reason for leaving an employer or the communication field, according to the Profile respondents. Over 90 percent of the communicators said satisfaction was the most important job factor, while another 8 percent consider it moderately important. Less than half of 1 percent said it was not at all important.

The second most frequently cited job satisfaction factor was creative opportunity, very important for seven of 10 communicators.

Prestige of position was the factor most often cited as not important, 6 percent, and the least frequently cited as very important, slightly more than 18 percent.

Satisfaction, creative opportunity cited among job satisfaction factors

	Very important	Moderately important	Marginally important
Satisfaction	90.6%	8.4%	1%
Creative opportunity	77.0%	21.3%	1.6%
Freedom	72.4%	25.1%	2.3%
Adequate salary	60.7%	35.8%	3.3%
Professional development	53.9%	36.3%	8.7%
Promotion potential	46.5%	36.7%	12.4%
Managerial responsibility	39.7%	37.5%	17.9%
Job security	38.8%	44.5%	14.6%
Recognition by colleagues	30.0%	47.7%	19.1%
Prestige of position	18.4%	45.8%	29.8%

Views of advancement compared to salary

Outstanding	$34,000
Above average	$31,200
Average	$29,200
Below average	$26,600
Poor	$24,800
Not applicable	$33,100

What became of your predecessor?

New position/no predecessor	37.0%
Left for position elsewhere	23.7%
Promoted or transferred	14.2%
Fired or encouraged to leave	11.7%
Retired or died	4.8%
Left profession	4.8%

Communicators holding new positions fall into all age groups

Age	%
Up to 29	23.8%
30-39	44.2%
40-49	16.0%
50-59	12.3%
60 or older	3.7%

PROFILE/83

More communicators earn higher degrees; most majored in journalism, English

Nine of 10 communicators participating in "Profile/83" are college graduates—a 3 percent increase over the 1981 survey. The number of communicators with master's degrees has risen 4 percent since 1981 and the number of doctoral degree holders has gone up more than 3 times—from .7 percent in 1981 to 2.4 percent this year.

Women were more likely than men to have graduated from college, to have completed some portion of post-graduate work and to have earned a master's degree.

Men, however, are still more likely to hold a doctoral degree though the differences are decreasing. One percent of the female respondents to this Profile survey had earned a doctorate compared to 1.4 percent of the males.

Journalism was the most frequently cited major for college graduates at the undergraduate level, followed by English. Thirty-eight percent of the respondents said they were journalism majors and another 20.4 percent said they held a degree in English.

Communication and public relations sequences drew 10.5 percent of the respondents, a slight decrease from 1981 when 12.2 percent named these sequences as their undergraduate specialties.

Nearly 5 percent of the communicators opted for business and economics as undergraduates and about 3 percent each focused on political science or psychology.

Men were more likely than women to have studied business, economics and political science. Women were more likely to have filled the English, speech and psychology classes.

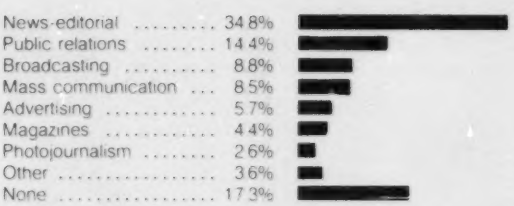
Communicators in the United Kingdom were equally divided among economics, history and journalism majors—each of which was the choice of 13.8 percent of the respondents. Business was the choice of nearly 7 percent of the British communicators.

A much higher number of accredited communicators, 43.6 percent, were journalism majors than were communi-

Nine of 10 communicators are college graduates

	%	Men	Women
High school	1.5%	7%	8%
Some college/university	7.7%	2.7%	5.1%
College degree/certificate diploma	43.0%	16.1%	26.9%
Some post-graduate work	24.8%	9.4%	15.4%
Master's degree	19.7%	9.0%	10.6%
Doctoral degree	2.4%	1.4%	1.0%
Other	8%	1%	6%

One in three journalism majors specialized in news-editorial



Most communicators enter field from college — or newspapers

Prior occupation	%	US	Can	UK	ABC
Student	22.6%	22.8%	20.6%	8.3%	17.9%
Newspapers	20.1%	18.8%	32.4%	22.5%	32.1%
Teaching	7.5%	7.6%	5.9%	—	8.0%
Radio/television	5.5%	5.4%	7.4%	—	4.9%
Secretarial clerical	5.5%	5.7%	4.4%	—	1.9%
Advertising	4.6%	4.7%	2.9%	2.8%	5.6%
Marketing	3.6%	3.5%	4.4%	8.3%	3.1%
Magazines	3.5%	3.7%	1.5%	13.9%	5.6%
Military	3.3%	3.5%	1.5%	2.8%	7.4%
Personnel	2.2%	2.3%	1.5%	11.1%	2.5%
Other	21.5%	21.3%	17.6%	30.6%	11.1%

Most North American communicators majored in journalism; United Kingdom colleagues majored in journalism, economics or history

Major	%	UK	Men	Women
Journalism	38.0%	13.8%	15.6%	22.3%
English/speech	21.5%	10.3%	6.4%	15.0%
Communication/PR	10.5%	3.4%	5.1%	5.4%
Business/economics	4.8%	20.7%	3.7%	1.9%
Political science	3.5%	3.4%	1.9%	1.5%
Psychology	3.2%	3.4%	1.4%	1.9%
Fine arts/music	3.0%	—	9%	2.0%
History	2.0%	13.8%	9%	1.1%
Education	2.0%	—	1.1%	9%
Sociology	1.7%	—	8%	9%
Other	9.9%	31.0%	4.0%	4.8%

cators in general. The second most frequent choice of accredited communicators while undergraduates was English, the choice of 18.6 percent of the respondents.

Accredited members were also more likely to have completed some post-graduate work and to have earned a master's degree. 28.7 percent compared to 19.7 percent for communicators as a whole.

News-editorial programs draw most journalism majors

Nearly 35 percent of respondents with a journalism major were in a news-editorial sequence. Another 14.4 percent emphasized public relations. Mass communication and broadcasting attracted 8.5 and 8.8 percent respectively.

Advertising was the choice of just under 6 percent of the respondents and magazine journalism slightly better than 4 percent.

Canadian communicators were even more likely than other respondents to be news-editorial specialists: 52.4 percent of the Canadian respondents specialized in this area. More than 14 percent each opted for advertising or mass communication.

A small number, less than 5 percent, emphasized public relations—partly accounted for by the small number of such programs at Canadian colleges and universities.

The number of men and women majoring in communication and public relations was about equal.

Where did you learn about organizational communication?

Professional contacts	21.0%
Formal education	18.4%
Reading	12.1%
Seminars, workshops	3.9%
Others	8.9%
Did not receive information	35.7%

Most communicators feel educational preparation for career was good

Nearly two-thirds of the "Profile/83" respondents felt their formal education was good to excellent in preparing them for their current job.

However, about a third said they did not learn anything about organizational communication before entering the field. Twenty-one percent said their best source of information about the profession before they became organizational communicators came from professional contacts; slightly more than 12 percent said their information came from reading and nearly 4 percent said they learned about the field at seminars and workshops.

About 18 percent said they received most of their information about organizational communication through their formal education.

Communicators improve skills, keep up with trends by reading, attending seminars

Nine of 10 communicators keep up with the profession by reading trade journals and related literature and better than 80 percent attend seminars, workshops and noncredit courses to increase their professional knowledge and skills.

A large number, 44 percent, said they enhance their professionalism by serving on an association board or committee; 77 percent of the accredited communicators include such service in their professional activities.

Professional activities generally include:

	%	ABC
Reading professional journals etc	92.2%	4.8%
Attending seminars, workshops, noncredit courses	84.2%	86.7%
Association service	44.0%	77.0%
Teaching, speaking at seminars, workshops, noncredit courses	37.2%	66.1%
Attending in-house training	37.2%	35.2%
Writing for professional publications	23.0%	27.3%
Leading in-house training	21.3%	24.2%
Studying for nondegree courses	14.3%	9.7%
Writing all or part of a book	11.2%	13.9%
Studying for master's degree	8.7%	9.1%
Preparing for accreditation	8.7%	17.0%
Studying for bachelor's degree	4.4%	3.6%
Studying for doctoral degree	1.6%	3.6%
Other	5.6%	13.3%

PROFILE/83

Half of communicators work for corporations; associations rank second

Nearly one of two communicators responding to the Profile survey works in a corporate setting—just about equally divided between private and public corporations. The 49 percent who said they worked for a corporation were up slightly from 1981.

As in the previous survey, associations and not-for-profit organizations were the second most frequently cited employers of communication professionals. However, in 1983, these organizations accounted for 12.5 percent of the communicators, an increase of 13.6 percent over 1981.

Other types of organizations cited by respondents included financial institutions, 8.4 percent; hospitals or medical institutions, 5.8 percent; educational institutions, 5.1 percent; the government, 4.5 percent, public relations or communication consulting firms, also 4.5 percent; self-employed, 1.6 percent, and other, 7.8 percent.

Types of organizations in which communicators work

	1983	1981
Corporation	49.0%*	48.5%
Association or not-for-profit organization	12.5%	11.0%
Financial institution	8.4%	7.3%
Hospital/medical institution	5.8%	7.8%
Educational institution	5.1%	4.7%
PR/communication consulting firm	4.5%	3.7%
Government	4.5%	5.9%
Self-employed	6%	1.3%
State-owned corporation (UK)	5%	4%
Other	7.8%	9.1%

*Public, 24.8%, private, 24.2%

British communicators, too, were most frequently employed in a corporate setting, though they were more likely to be with a private corporation than their North American colleagues.

Second most frequently cited types of organizations in the United Kingdom were public relations or communication consulting firms, employers of 18.4 percent of the British respondents. Fewer than 3 percent of these communicators were with associations or other not-for-profit organizations and more than 5 percent were self-employed.

Most communication programs at least 10 years old

More than half of the communicators said their external communication programs were 10 years old or older, with nearly as many indicating their internal communication programs had been in existence for at least 10 years.

Nearly 60 percent of the survey re-

Increase noted in number of communication departments

For the first time since Profile surveys were started, more respondents said they worked in a communication department than any other: 24.3 percent.

Public relations, which had been cited by 25 percent of the 1981 respondents, was second, accounting for 17.4 percent of those participating in the 1983 survey.

The communication title seems to have gained from both public relations and internal communication, which dropped from 6.6 percent in 1981 to nearly 4 percent this year.

Other department titles showing gains over 1981 include public information, up from 4.3 percent to 5.6 percent, and video and audiovisual, up a fraction from .4 to .6 percent.

One in four practitioners works in communication department

	1983	1981
Communication	24.3%	17.2%
Public relations	17.4%	25.0%
Public affairs	8.2%	9.3%
Personnel	8.2%	9.1%
Marketing/advertising	7.6%	7.8%
Public information	5.6%	4.3%
Internal communication	3.9%	6.6%
Community relations	3.4%	n/a
Corporate relations	2.8%	n/a
Administration	2.4%	4.1%
Video/AV	6%	.4%
Other	11.7%	12.5%

Majority of communicators are in major metropolitan areas

	%	UK	ABC	Salary
Major metro area	61.7%	80.0%	71.0%	$30,300
Medium-sized city	12.9%	5.0%	10.5%	$27,700
Small city	11.9%	2.5%	10.5%	$27,600
Town	13.6%	2.5%	8.0%	$27,400

spondents said their organizations had written objectives for the communication program and 93 percent said these objectives dovetailed with overall organizational objectives.

More than 80 percent of the respondents said the written objectives were applied to communication programs on a regular basis and about the same percent said the objectives were periodically reviewed and measured against the department's performance.

Respondents' internal and external budgets were:

	Internal	External
Under $25,000	25.2%	9.8%
$25,000-$49,999	11.7%	7.3%
$50,000-$74,999	7.8%	5.9%
$75,000-$99,999	6.0%	5.2%
$100,000-$249,999	13.6%	15.7%
$250,000-$499,999	4.1%	7.1%
$500,000-$1 million	2.5%	6.7%
More than $1 million	3.0%	7.6%
Don't know	16.1%	34.4%

Support noted

More than 70 percent of the respondents said they had support from their organization for communication.

More than 28 percent said their organization was very supportive and another 42 percent said the organization was generally supportive. Only 4.6 percent said the organization was not supportive.

A hefty 62.7 percent said the organization's top manager had significant influence on the communication climate in the organization and another 24 percent said the top manager had quite a bit of influence.

Only 2.6 percent said the top person had very little influence and another 10.4 percent said it was slight. A fractional .1 percent said their top manager had no influence on the organization's communication climate.

Communicators feel better about the honesty and candor of their communication effort than they did in 1981—nearly 81 percent feel that their programs are usually or always honest and candid compared to 77.5 percent in 1981. And, the number of communicators who believe their programs are never honest or candid declined by more than half—from 3.6 percent in 1981 to 1.5 percent in 1983.

Communicators use many methods to obtain audience feedback

Opinion/attitude surveys	46.2%
Readership surveys	41.1%
Meetings	33.2%
Personal interviews	32.1%
Market research	22.6%
Suggestion plans	17.9%
Question-and-answer columns	14.1%
Speak-up programs	12.9%
Telephone call-in programs	6.2%
Briefing groups (UK)	4.8%
Teleconferences	3.1%
Other	7.0%
None	10.3%

UK communicators prefer market research, the top choice of 40 percent of the respondents. Canadian communicators use meetings most frequently (43.5 percent of the respondents) followed by opinion and readership surveys, 42 percent each.

Communication programs rated as usually honest and candid

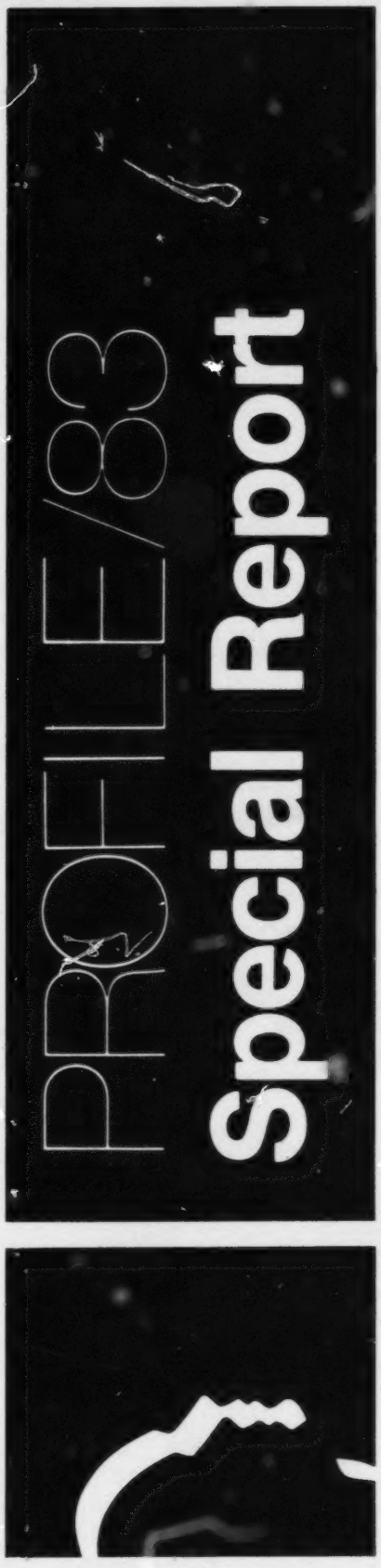
	1983	1981
Always	21.1%	24.6%
Usually	58.8%	52.9%
Occasionally	17.7%	18.3%
Never	1.5%	3.6%

70 percent of communicators believe organization supports communication efforts

Very supportive	28.1%
Generally supportive	42.4%
Mildly supportive	24.9%
Nonsupportive	4.6%

How often do communication programs meet organizational objectives?

Always	9.2%
Often	71.5%
Sometimes	17.0%
Seldom	1.8%
Never	.4%



Employees, management are prime audiences

Employees make up the single largest audience group for more than 70 percent of communicators and they are a secondary audience for another 12 percent.

Managements and administrators were cited as a key group by nearly half of the respondents and a secondary group for nearly 15 percent.

These were the top two groups for communicators in the US, Canada, and the United Kingdom.

Average external audience: 15,000

1-1,000	15.5%
1,001-5,000	19.1%
5,001-10,000	11.4%
10,001-100,000	25.9%
100,001-500,000	11.7%
500,001-1 million	3.4%
1 million or more	13.0%

Average internal audience: 2,000

1-500	23.1%
501-1,000	14.5%
1,001-2,000	12.8%
2,001-10,000	29.4%
10,000 or more	20.3%

Primary audiences

Employees	70.3%
Management/administration	49.4%
Customers	38.7%
Opinion leaders	28.0%
Community residents	27.4%
Shareholders/financial analysts	22.8%
Members/volunteers	17.0%
Retirees	15.4%
Dealers/agents	14.3%
Educators/students	11.1%
Donors	10.4%
Patients	6.6%
Alumni	3.9%
Other	10.2%

Communicators reach a geographically diverse audience

International	25.9%
US and Canada	10.3%
National	25.1%
Regional	13.6%
State/province	11.6%
County (UK)	8%
Local	10.7%

Communicators optimistic about future budgets, staff, increased media use

Despite a down economy and a consumer price index that rose by 16.5 percent over the same period, the past two years have been generally good for communicators.

One in two respondents saw an increase in the use of audio-visual media; about the same number increased use of print media and nearly as many said they added new technology to their departments.

In addition, 40.2 percent of the respondents said they had their communication budgets increased and 38 percent said they added to their professional staffs.

Communication budgets increased about 30 percent over 1981—from $250,000 to an average of $325,000 in 1983. External budgets grew by nearly 25 percent to $440,000 this year, while internal budgets rose about 16 percent to $120,000.

Communication staffs in 1983 averaged two professional members; UK communicators averaged three communication professionals on their staffs.

Conversely, 10.6 percent of the respondents said they decreased their print media and 5.5 percent said they were using fewer audio-visual media. Balancing the 38 percent who increased their staffs were just over 18 percent who saw a reduction in communication staff.

About 15 percent of the respondents had budget decreases and nearly 6 percent said support from top management had eroded. Nearly 36 percent had a departmental reorganization and about 5 percent said they now play a less significant role in their organization.

Respondents paint a positive picture for the future, however:

- Nearly 51 percent anticipate increased use of audio-visual media and nearly as many, 49.1 percent, plan to add new technologies in-house.
- 36 percent plan to increase their print media; 44.4 percent predict budget increases, and 38.6 percent see larger staffs.
- More than one in three respondents sees a more significant role in his or her organization and nearly the same number see more support from top management.
- Fewer than 5 percent of the sample felt they would be working with smaller staffs and tighter budgets. Nearly 10 percent said they believe their communication departments would remain about the same as they are now.

Communicators expect increases in staff, budget, media use

	Current	In 2 Years
Increase in print media	51.9%	36.0%
Increase in audiovisual	51.3%	50.7%
Increase in technology	48.2%	49.1%
Budget increase	40.2%	44.4%
Staff increase	38.0%	38.6%
Reorganization of department	35.6%	20.2%
More significant role in organization	35.5%	37.8%
More support from top management	33.7%	31.6%
Greater centralization of communication functions	18.6%	13.4%
Decrease in staff	18.2%	4.7%
Budget decrease	14.9%	4.7%
Major shift in communication policy	11.9%	9.8%
Decrease in print media	10.6%	6.0%
Greater decentralization	9.4%	7.4%
Remain the same	—	9.9%

Key communication issues: employee morale, productivity

More than half of the communicators in the Profile survey believe that employee morale and motivation will be the key issues they will be addressing in the next few years.

Productivity was the second most frequently cited issue, followed by cost containment and economic competition.

Key issues respondents believe they will be addressing in the future include:

Employee morale/motivation	56.6%
Productivity	45.5%
Cost containment	39.1%
Economic competition	36.9%
Technological advances	34.7%
Inflation/recession	28.4%
Government relations	24.0%
Professionalism	21.3%
Consumerism	19.4%
Social responsibility	17.9%
Occupational health/safety	16.7%
Changing socio-political attitudes	15.4%
Labor relations	14.6%
Energy situation	14.3%
Corporate mergers	11.8%
Changing demographics	11.8%
Mental health/alcoholism	11.1%
Equal opportunity	9.6%
Environmentalism	9.5%
Ethics and accountability	9.2%
International relations	7.2%
Other	7.8%

Respondents in the United Kingdom and Canada were more likely to see labor relations as a major concern than their US colleagues, while US communicators saw a greater need to look at equal opportunity and affirmative action than Canadian or British practitioners.

British respondents indicated a greater need to address international relations and professionalism. They were least concerned about changing demographics and equal opportunity.

The audiences getting special attention from communication programs in the next several years, say respondents, will be:

Retirees and the elderly	16.2%
Racial and ethnic minority groups	7.6%
Youth	7.2%
Organized labor	6.8%
The disabled	4.8%
Other	6.0%

Average salaries compared to titles

	Average Salary	Men	Women	1981
President, executive director, CEO	$52,900	$57,000	—	$41,800
Managing director/ secretary (UK)	$50,000*	$50,000	—	n/a
Vice president	$45,200	$49,300	$34,500	$37,200
General manager	$37,200*	$38,000*	$20,000*	n/a
Consultant	$34,100	$39,200	$31,900	$30,200
Director	$33,300	$40,500	$25,400	$26,900
Supervisor	$32,800	$39,300	$28,100	$26,000
Manager	$31,900	$34,700	$29,300	$29,700
Educator	$27,900	—	$28,000*	n/a
Officer	$25,100*	$22,500*	$27,200*	$20,600
Photographer	$25,000*	$25,000*	—	n/a
Graphic artist/designer	$24,400*	$30,000*	$18,700*	n/a
Editor	$23,500	$27,200	$21,800	$21,700
Specialist	$23,400	$24,100	$23,300	$20,100
Coordinator	$22,600	$22,900	$22,100	$22,400
Editorial Assistant	$18,800	—	$17,600*	$15,600
Other	$25,500	$33,100	$21,400	—

*small sample size

Major product or service of organization and communicator's salary

	%	Salary
Aerospace	1.9%	$32,500
Agriculture	1.0%	$23,000*
Automotive	1.0%	$34,400*
Chemical	1.9%	$38,500
Computer technology	3.1%	$31,400
Education	7.9%	$25,100
Engineering/construction	2.6%	$26,700
Finance/banking	7.1%	$29,300
Food/beverage	3.8%	$28,300
Forest products/paper	1.6%	$29,500
Graphic arts/printing	4%	$48,300*
Insurance	9.0%	$25,000
Manufacturing	7.8%	$28,800
Medical/hospital	7.5%	$26,300
Metals/mining	2.3%	$28,100
Petroleum	3.5%	$30,100
Pharmaceutical	1.5%	$37,500
Public relations	3.4%	$32,600
Publishing	1.5%	$26,800
Retail sales	1.8%	$26,300
Transportation	2.3%	$30,400
Utility (communication)	2.3%	$38,100
Utility (water/power)	5.0%	$33,300
Other	19.9%	$27,700

*small sample size

Salaries increase: Northeastern US communicators highest paid

Communicators' salaries rose an average of 16.5 percent between 1981 and 1983 from $24,876 to $29,000.

Male communicators' salaries increased 17.3 percent from $30,000 in 1981 to $35,200 this year; female communicators' salaries increased 18.6 percent, from $20,900 to $24,800 in 1983.

Among accredited communicators, men reported salary increases averaging 22 percent from $35,900 to $43,900; women's salaries rose 41.4 percent from $21,700 to $30,700.

Northeast US communicators were the highest paid, averaging $32,100 and Canada District 1 communicators had the lowest average salary, $26,000—$6,100 less than Northeast US colleagues.

Differences among the other districts were fairly small. Respondents in US District 4, who were next highest in average salary, earned an average of $29,700. They were followed by communicators in US District 3, $29,000; US District 7, $28,900; US District 6, $28,800; Canada District 2, $28,400; US District 5, $27,600; US District 2, $26,700, and Canada District 1, $26,000.

The largest difference in salaries for men and women was in US District 3, averaging $16,500; smallest difference was in Canada District 2, $3,900.

	Average Salary	Men	Women
	$29,100 (CDN $34,084)	$35,200 (CDN $43,457)	$24,800 (CDN $30,617)
Canada #1	$26,000 (CDN $32,099)	$31,000 (CDN $38,272)	$25,200 (CDN $41,111)
Canada #2	$28,400 (CDN $35,062)	$30,000 (CDN $37,037)	$26,100 (CDN $32,333)
US #1	$32,100	$38,300	$27,000
US #2	$26,700	$32,300	$23,600
US #3	$29,000	$38,300	$21,800
US #4	$29,700	$36,700	$25,900
US #5	$27,600	$36,100	$23,200
US #6	$28,800	$34,600	$26,100
US #7	$28,900	$32,900	$24,100

Canada District 1

Alberta, British Columbia, Manitoba, Northwest Territories, Ontario (western), Saskatchewan, Yukon

Canada District 2

New Brunswick, Newfoundland, Nova Scotia, Ontario (eastern), Prince Edward Island, Quebec

US District 1

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania (eastern), Rhode Island, Vermont

US District 2

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Puerto Rico, Tennessee

US District 3

Delaware, District of Columbia, Maryland, North Carolina, Pennsylvania (western), Virginia, South Carolina, West Virginia

US District 4

Illinois, Iowa, Minnesota, Missouri (eastern), Nebraska, North Dakota, South Dakota, Wisconsin

US District 5

Arizona, Colorado, Kansas, Missouri (western), New Mexico, Oklahoma, Texas

US District 6

Alaska, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming

US District 7

Indiana, Michigan, Ohio

Salary by age

Under 30	$22,200
30-39	$29,700
40-49	$35,000
50-59	$34,700
60 or older	$33,400

Salary by department in which communicators work

Administration	$30,100
Communication	$30,600
Corporate relations	$28,700
Community relations	$26,700
Internal communication	$30,100
Marketing	$25,100
Personnel	$28,600
Public affairs	$30,000
Public information	$26,800
Public relations	$29,000
Video/AV	$29,800*
Not applicable	$33,800
Other	$26,900

*small sample size

Salary by years in current position

Years	Men	Women
1	$33,300	$24,300
2	$32,900	$23,800
3	$36,700	$26,000
4-5	$40,300	$26,500
6 or more	$37,800	$25,700

Sex is major factor in salary differences

To determine what factors were most influential in determining the salary differences, Keith Sanders, Ph.D., professor of journalism at the University of Missouri, ran a multiple regression analysis of the following factors: sex, accreditation status, age, size of the community in which the respondent works, type of organization, years in the profession, job title, years with the present organization, and years between the completion of formal education and the first organizational communication job.

Regression analysis attempts to determine what effect a variable has on salary by creating a situation in which all other things are equal.

Sanders' analysis indicates sex is the key factor in salary differences. If two IABC members are the same age, entered organizational communication directly after graduation, have the same title in a corporation communication department, work in a major metropolitan community, have worked for the organization for the same amount of time and are both accredited, a man can be expected to earn $8,104 more than a woman, according to the analysis.

Other factors, in order of importance, were: years in the profession, age and size of the community.

A similar analysis of the 1981 data found that sex accounted for $7,580 of the salary difference that year. The salary difference increased nearly 7 percent in the past two years. Age was the next most important contributing factor to salary differences in 1981.

PR, consulting firms pay best

Communicators working for public relations or communication consulting firms average the highest salaries, $40,400, with men working for private corporations doing nearly as well, $38,600.

Interestingly enough, women working for public corporations earn an average of $37,300—$1,800 more than their male counterparts.

Nearly 53 percent of the communicators said they were paid commensurate or more than commensurate with their responsibilities and four of 10 said they were paid less.

Key reasons cited by those who believed themselves underpaid were a low starting salary and not being able to catch up or the fact the industry is low paying.

Age was the least frequently cited reason for all communicators; Canadian communicators most frequently said their industry was facing economic difficulties, and British communicators in equal numbers cited sex discrimination, low salary levels in the industry and starting at a low salary, each the choice of nearly 17 percent of the respondents.

About half of the communicators feel adequately paid

	%	Men	Women
More than commensurate	3.1%	$33,700	$25,800
Commensurate	40.5%	$39,800	$27,300
Less than commensurate	40.4%	$30,600	$23,400
Far from commensurate	6.1%	$24,900	$19,300
Not applicable	1.0%	$40,000	$11,600*

*small sample size

Underpaid communicators blame low starting salary, nature of industry

	%	Men	Women
Started at low salary and haven't caught up	21.2%	$29,300	$21,900
Industry is low paying	19.8%	$26,400	$20,200
Organization's compensation program below average	15.5%	$31,500	$22,000
Economic difficulties	11.0%	$30,700	$25,300
Sex discrimination	7.1%	—	$30,500
Not aggressive enough	5.3%	$40,100	$23,100
Geographic location	1.8%	$22,300*	$35,000*
Lack of training experience	1.8%	—	$22,100
Age	.7%	$50,500*	—
Other	16.0%	$31,500	$23,400

*small sample size

Salary by years in organizational communication

	Average	Men	Women
1 or fewer	$22,300	$26,200	$20,400
2 years	$23,200	$27,400	$21,300
3-4 years	$22,800	$29,500	$20,900
5-9 years	$28,700	$32,600	$26,200
10 years or more	$35,900	$42,500	$29,300

PROFILE/83

IABC profile: typical communicator has been member three years; rates publication services high

Better than one-third of IABC members responding to the "Profile/83" survey are in supervisory positions—as professional managers or account executives with responsibility for budgeting, staffing and project supervision.

Another 24.6 percent are staff professionals, editors or account assistants.

Nearly 37 percent of accredited communicators fill the professional manager slots and about 33 percent are professional directors or account supervisors with responsibility over communication managers in one or more functions.

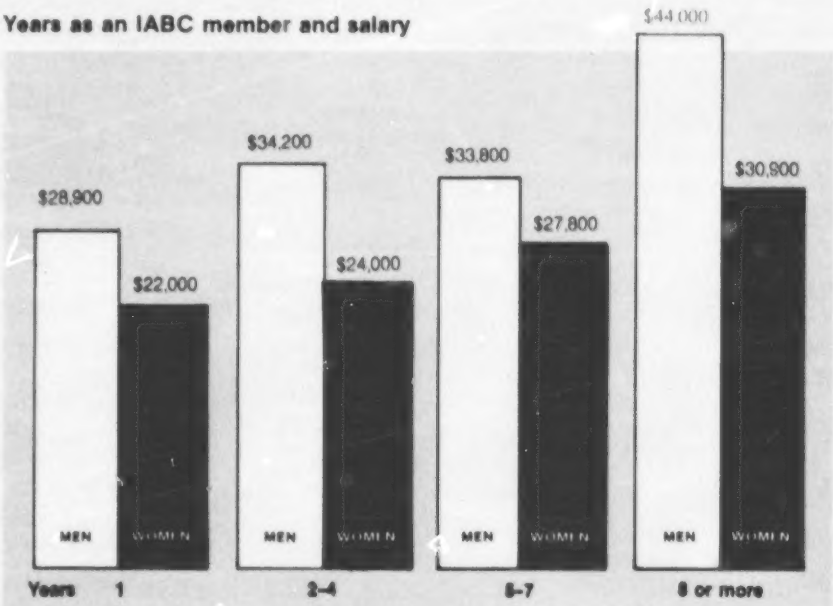
More than 5 percent of IABC members are at senior management level with major communication budget and staff responsibilities. Less than 4 percent are at entry level, just out of school.

Nearly half of the respondents have been IABC members for two to four years, and 17.5 percent have been members for eight years or more. About 20 percent have been members for one year or less. Total IABC membership has increased 19.5 percent since 1981.

While the average communicator has been an IABC member for three years, accredited members average nine years and those in the United Kingdom, two years.

Eight of 10 Profile respondents (86 percent) rated IABC outstanding or above average when compared with

Years as an IABC member and salary



Salary averages by job title in IABC districts

	US 1	US 2	US 3	US 4	US 5	US 6	US 7	Canada 1	Canada 2
Consultant	$37,000	$32,900*	$29,100*	$45,800	$19,500*	$30,800	$23,500*	$26,700*	—
Coordinator	$25,800*	$20,800	$19,800	$22,000	$21,800	$24,300	$24,500*	$19,500*	$28,000*
Director	$41,700	$29,700	$28,600	$35,900	$30,800	$32,900	$27,300	$43,100*	$40,100*
Editor	$24,700	$19,100	$23,100	$20,800	$23,000	$24,900	$24,900	$25,400	$24,100
Editorial assistant	$17,000*	—	—	$20,000*	—	$15,000*	$17,900*	$21,000*	—
Educator	—	$17,900*	—	—	—	—	$38,000*	—	—
General manager	$20,000*	$33,000*	—	—	$43,000*	—	—	$52,700*	—
Manager	$31,900	$29,300	$33,100	$30,500	$30,500	$33,100	$34,800	$30,200	$30,000
Managing director	—	—	$50,000*	—	—	—	—	—	—
Officer	$25,000*	$30,500*	—	$20,000*	—	$23,000*	—	$25,800	$22,100*
Photographer	—	—	$25,000*	—	—	—	—	—	—
Executive director/ CEO	$54,500*	—	$67,500*	—	$57,500*	—	$40,000*	$24,300*	—
Specialist	$24,000*	$22,600	$20,900*	$29,800	$18,900*	$26,800*	$21,300*	$23,400*	$21,900*
Supervisor	$35,800*	$28,500*	$28,000*	$30,200	$54,000*	—	$27,300*	$28,300*	$32,200*
Vice president	$50,300*	$42,900	—	$62,500*	$41,300	$38,500*	$40,000*	—	—
Other	$28,200	$21,200	$23,300*	$20,900	$27,900	$25,000	$24,600*	$23,400*	$33,200*

*small sample size

other organizations. An additional 11 percent said it was equal to other professional communication organizations.

Accredited members are more likely to serve on an international, district or local board or committee.

Nearly 8 percent have served on the Executive Board compared to fewer than 2 percent of the general membership.

More than 46 percent of the ABCs have served on a chapter board or committee compared to 20.4 percent of the general membership who've been board members and 24 percent who've served on a chapter committee.

Accredited members are five times as likely to have served on a district level, (20.6 percent to just over 4 percent of the members), and six times as likely to have been an international committee member (nearly 31 percent to just over 5 percent).

Nearly 12 percent of survey participants say they are planning to apply for accreditation and nearly 9 percent spent part of the past year preparing for accreditation.

IABC publications were rated the top association services with nearly two-thirds rating *Communication World* as outstanding or above average. The membership directory was second and *Journal of Communication Management* third.

Other services with strong positive responses were the Gold Quill Awards program and the professional interaction provided through IABC membership.

IABC publications rated top association services:

Service	Outstanding or above average	Don't know
Communication World	63.9%	(18.7%)
Membership directory	60.7%	(9.9%)
Journal of Communication Management	57.9%	(21.6%)
Gold Quill Awards program	57.0%	(22.9%)
Professional interaction	48.9%	(27.8%)
Books	47.6%	(36.3%)
Chapter activities	46.8%	(15.6%)
International conferences	43.3%	(48.1%)
International seminars/workshops	38.8%	(50.5%)
Communication Bank	29.9%	(53.8%)
Jobline	28.2%	(52.8%)
Research	28.0%	(58.2%)
District activities	26.9%	(37.6%)
Accreditation	25.5%	(65.4%)
Professional development course	24.3%	(62.6%)

More than half of the respondents said IABC was outstanding or above average at the international level; about a third rated their district in those categories, and nearly half of the respondents said their local chapter rated outstanding or above average.

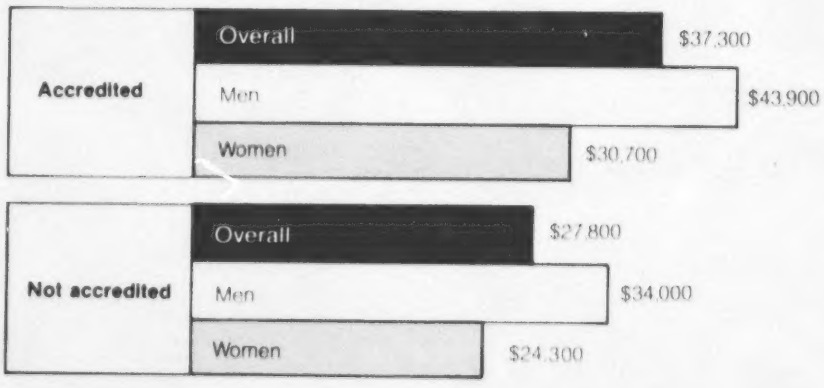
More than 81 percent of the accredited members rated IABC international in the outstanding or above average category; better than 44 percent said their district ranked in those categories, and nearly 65 percent said their chapter rated in those two categories.

Just over a third of the respondents overall have attended an International Conference in the past three years, compared to nearly two-thirds of the accredited members. Nearly half of the Canadian respondents (47.8 percent) said they had been at a conference during the same period.

Majority of IABC members are in supervisory positions

	Average	ABC	Male	Female
CEO, consultant to senior manager, top communication officer	5.3%	13.1%	4.3%	1.0%
Senior officer	1.5%	1.5%	1.0%	.5%
Organizational officer, vice president	2.5%	3.8%	1.7%	.9%
Professional director, account supervisor	17.5%	33.1%	9.7%	7.8%
Professional manager, account executive	37.0%	36.9%	14.8%	21.9%
Staff professional, editor, account assistant	24.6%	10.0%	7.0%	17.5%
Beginning professional	7.8%	8%	1.9%	5.8%
Entry-level (college degree)	3.7%	8%	9%	2.9%

Salary by accreditation



PROFILE/83

Price: US $10

IABC

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The International Association of Business Communicators is a professional organization for those in communication and public relations. Its mission is to help organizations and communicators improve communication with all their audiences. IABC members work in corporations, public relations agencies, associations, utilities, banks, hospitals, government, educational institutions and more. Members' responsibilities range from directing an entire communication program for all publics to writing a management newsletter. Members address such audiences as employees, investors, shareholders, consumers, government officials and the like. IABC member services include a monthly magapaper reporting on ideas, people and issues affecting communication, a quarterly journal focusing on communication issues, library reference and referral, a prestigious awards program, professional accreditation, telephone placement, conferences and seminars, and continuing extensive research projects.